



**NATIONAL  
WHEELCHAIR  
BASKETBALL  
ASSOCIATION**

# **Impacting Your Community**

## **Starting a Wheelchair Basketball Team**

*Presented by:*

**Robert Reed - Ability 360**

**Mike Godsey - Charlotte Rollin' Hornets**

**Teresa Skinner - Paraport Spokane**

**Tyler Rowe - Sportable**

# Season Objectives

This webinar is designed to help participants learn:

1. Where do I start? What is Involved?  
How Much Does it Cost
2. Strategies to assist with recruitment & fundraising.
3. Ways to establish community partnerships for sustainability (sponsorship, practice locations, marketing, etc.).



# Where Do I Start?

- Where is the closest NWBA registered team (Adult/Juniors)?
  - <https://www.nwba.org/findateam>
- Are you an individual or organization?
  - Non-profit
  - Hospital organization
  - Private organization
  - Individual
- Where are your players from?
- Where do I get equipment (Sports Wheelchairs)?



# Getting Start

- Players
  - Age, location
- Team organization
  - Mission & vision
  - Team colors
- Funding
- Recruitment/referral sources
- Practice venue
- Budget
- Staffing/Volunteers/Coaches



# Program / Team Budget

- **Marketing**
  - Brochures/flyers
  - Social media/website
    - .org helpful for grant funding
    - GoDaddy.com has templates to create webpage
    - Facebook – register as non-profit to add DONATE button
    - Instagram & X(Twitter) typically more interactive
- **Tournament fees (home & travel)**
- **Travel costs**
  - airfare, hotel, gas, rental cars
- **Equipment Procurement**
  - NWBA Chair Specifications



# Program / Team Budget

- **NWBA registration**  
<https://www.nwba.org/registrationinfo>
  - Team & athlete registration
  - Non-athlete registration
- **Staffing**
  - Volunteers vs. paid staff
- **Practice venue**
- **Uniforms (NWBA guidelines/NWBAMerch.com)**
- **Supplies**
  - Molten Balls, cones, pennies, whistles, scorebook, first aid kit
- **Repairs & maintenance (tubes, tires, pump, tools)**



# Staffing

- **Organizational leadership**
  - Program/team manager
  - Private/Non-profits – will need CEO/CFO, board of directors
- **Team leadership**
  - Non-athlete
    - Coach/Assistant Coach,
    - Program/Team Representative
    - Equipment manager
- **Team Classifier/Reviewer**
  - <https://www.nwba.org/teamreviewer>
    - For Adult, Women's, and Military Teams
  - <https://www.nwba.org/jrdivteamreviewer>  
For Junior Teams
- **Requirements for Non-athlete – required to represent team, sit on bench**
  - Registered with NWBA
  - Completed SafeSport training
  - Background check



# Recruitment

- Identify referral/recruitment sources
  - Physicians/specialty clinics
  - Local organizations (SBA, MDA)
  - Schools
  - Parks & Recreation departments
  - Disability Services
  - Current/former players
  - Community/College fairs
  - Disability Awareness Events



# Funding for Sustainability

- **Self-funded vs. non-profit vs. organizational**
  - Who is incurring the cost – Athletes, family, organization
- **Grants – non-profits, organizations**
  - Grants have a formal start/end date of funding
  - Must submit a budget for where/how money will be used
  - Non-profits usually need to be 1 year-old to be grant eligible
- **Sponsorship**
  - Build community awareness
- **Fundraising**
  - Focus on team building activities for fundraising
  - Create a formal documents/flyers/letters with team information
  - Have a goal in mind (uniforms, tournament travel, equipment)
  - Create realistic donation amounts \$300 covers one hotel room for a weekend tournament, etc.
- **Use a donation platform that allows for recurring donations**



# Questions?

- **Robert Reed - Ability 360**
  - 602-443-9056
  - robertr@ability360.org
- **Mike Godsey - Charlotte Rollin' Hornets**
  - 704-651-9900
  - miketeamship@gmail.com
- **Teresa Skinner - Paraspport Spokane**
  - 509-999-6466
  - tskinner@parasportspokane.org
- **Tyler Rowe - Sportable**
  - 804-340-2991
  - tyler@sportable.org
- **Erich Groezinger – NWBA**
  - 719-266-4082 ext 109
  - erichgroezinger@nwba.org

